SUBJECT SYLLABUS

ACADEMIC OVERVIEW

INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES

COURSE NAME AND CODE: Trade Marketing (3115TRADEM)

PROGRAM: **Bachelor of Business Administration (BBA),**

Bachelor of Administration & Service (BA&S)

Bachelor of International Business (BIB)

Bachelor of International Marketing & Logistics Administration (BIMLA)

Bachelor of Economics & International Finance (BEIF)

Bachelor of Gastronomy (GAS)

LEVEL OF STUDY: **Undergraduate Programme**

GENERAL ACADEMIC INFORMATION	
LATEST UPDATE	2020-2
ACADEMIC	Marketing

DEPARTMENT			
Subject type	Elective/Emphasis		
Language	Spanish		
Semester	Programme	Semester	
	BBA	Elective	
	BA&S	Elective	
	BIB	Elective	
	BIMLA	Elective	
	BEIF	Elective	
	GAS	Elective	
Number of Academic Credits	2		
Hours of academic work	96		
Contact hours	32		
Hours of independent/autonomous work	64		
Learning prerequisites	• English V		

International Component	• National and international standards, policies, regulations and mores related to the professional field. • Vocabulary and technical language to communicate in different cultural contexts.
Sustainable Development Goals (SDG)	SDG: 4. Quality Education

COURSE DETAILS

COURSE DESCRIPTION	Develop the knowledge and skills for the development of strategies and tactics for the planning and management of the point of sale, to achieve highly profitable business relationships for the company and the commerce.
Key Words:	Marketing, trade, logistics.

COMPETENCES DEVELOPED

EICEA ILOS or Programme ILOS	Course ILOS	Type	Content	Teaching and Learning strategy	Assessment Method
ILO 01 **ILO 05** **BA&S ILO 07** **BBA ILO 07** **BIMLA ILO 08**	**Understands** end-to-end management, retail, and the retail marketing mix	Knowledge	Fundamentals of Trade Marketing. Limitations of the traditional approach to consumer marketing and functional organization in the face of new realities. The trade marketing triangle. The marketing of modern retailers (supermarkets). Value creation strategy for Clients. Definition of value for the merchant. Benefits associated with products and brands. Marketing at point of sale and merchandising. Cooperative Marketing Management.	Theoretical Class	Formative Assessment
	Identifies how important the work of retailers is to modern organizations.	Skill		Discovery Based Learning	Formative Assessment Summative Assessment

	ILO 02 **ILO 05** **BIMLA ILO 08**	**Knows** the importance of the retail business and the nature of the distribution channels.	Knowledge	Cost / pricing strategies of customers and channels vs. manufacturer pricing / discount strategy. Customer profitability and promotional budget management. Topic 6 Introduction to the ECR process: Category management and marketing strategies at the point of sale 1. Continuous supply. 2. Facilitators and integrators: EDI, standardization 3. ECR trends in Latin America.	Theoretical Class	Formative Assessment
	ILO 01 **ILO 02** **BIMLA ILO 07** **BIMLA ILO 08**	**Relates** and uses the success variables of the relationship between manufacturers and distributors to achieve mutual advantages within the establishment	Skill	Design and development of distribution channels 1. Introduction to distribution channels. 2. Distribution channels for mass consumer packaged products. 3. Channel selection. 4. Channel development 5. Management of distribution channels and process	Theoretical Class	Formative Assessment
	ILO 02 **ILO 05** **BIMLA ILO 07**	**Develops** the planning of special promotional and merchandising activities according to the needs of customers, manufacturers and distributors in the management of the different channels	Skill	Topic 8 Negotiation and development of channels.	Theoretical Class	Formative Assessment
	ILO 01 **ILO 02** **BIMLA ILO 07** **BBA ILO 07**	**Applies** the knowledge of channel management to the design,	Knowledge	Based on the topics, the teacher will be able to develop an integrative project that allows the student to articulate, apply and generalize the contents taught to specific situations or organizations.	Collaborative Learning	Formative Assessment

	BIB ILO 07	development and management of new channels				
	ILO 01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts. ILO 02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations. ILO 05: Business Analytics: Interpret data sets according to their different patterns, trends and scenarios using analytical tools that create value in organizations. BBA ILO07: Entrepreneurship & Innovation: Apply and improve management practices for established companies or student start-ups, using entrepreneurial spirit and creative thinking. BIB ILO07: Apply technical skills associated with cross-border transactions: Ability to understand and solve issues associated with firm internationalization and trade, according to the level of study (Bachelor). BA&S ILO07: Understand the needs of people and organizations as well as the tendencies of service and hospitality, which prevail in the marketplace in order to design solutions that satisfy the needs of both internal and external customers. BIMLA ILO 07: Apply technical skills in marketing and logistics: Apply technical skills associated with marketing and logistics in the decision making process of the firm. BIMLA ILO 08: Understanding marketing tendencies in value chains: Understanding marketing tendencies and demonstrating ability to identify critical components in value chains.				
Bibliography	• **Antonio Diaz Morales, Los retos del marketing en el punto de venta 2008. Deusto** • **COMPLEMENTARY** • **BIBLIOGRAPHY:** • **1. Dunne, P. M., Lusch, R. F. & Griffith, D. A. (2005). Retailing, (5th ed.). Mason, OH: Southwestern /Thompson Learning.** • **2. Ron Hasty / James Reardon " GERENCIA DE VENTAS AL DETAL " / Mc Graw – Hill interamericana 1998** • **3. Enrique Diez de Castro / Francisco Landa " MERCHANDISING " / ED. Pirámide 1996** • **4. L w. Stern "CANALES DE COMERCIALIZACIÓN" Prentice Hall. Madrid 1998** • **5. Philip Kotler . "Dirección de Marketing". Ed. Del Milenio . Edit. Mac Graw Hill . Año 2000** • **6. Lourdon David " COMPORTAMIENTO DEL CONSUMIDOR "** • **7. Salen Herik " LOS SECRETOS DEL MERCHANDISING ACTIVO O COMO SER EL NUMERO UNO EN EL PTO DE VENTA "** • **8. Rolando Arellano / David Burgos .- " CIUDAD DE LOS REYES ,de los CHAVES , los QUISPE. " Edit. Empresa periodística Nacional SA. 2005**					

	• **9. Labajo, Victoria (2007): Trade Marketing. La gestión eficiente de las relaciones entre fabricante y distribuidor, Ediciones Pirámide, Madrid** • **10. Vilás, José María (2011): Marcas líderes y distribuidores. Buenas prácticas de colaboración. ESIC Editorial, Madrid** • **11. Miquel Peris, Salvador, Francisca Parra Guerrero, Christian L'hermie y María José Miquel Herrero (2008): Distribución Comercial, ESIC Editorial, 6ª edición, Madrid.**